

UNIVERSITY OF ULSTER LIBRARY

Xtreme Information – a user guide

COVERAGE

Xtreme Information captures and archives over 25,000 new TV and press advertisements every month from over 60 countries, as well as cinema, radio, outdoor and internet banner ads. It holds material going back as far as the 1950s and the archive is updated continuously.


ACCESS

This database can be accessed on or off-campus using Athens authentication, although an initial registration is required. Please use your Ulster email address as part of the registration process.

Choose 'X' from the list of databases on the Learning Resources tab in Portal <http://portal.ulster.ac.uk/> or go to the Library Databases home page <http://library.ulster.ac.uk/electronic>, select 'X', and click on the database name to connect.

You will be prompted to choose University of Ulster from the list of Institutions. Choose to 'Remember for Session'.

Select your home organisation

 **Federation**
FOR EDUCATION AND RESEARCH

Selection options

The service you are trying to reach requires that you authenticate with your home organisation. Please select an organisation using one of the methods below.

Choose from list

Aberdeen College

Remember for session

Select

Search by keyword

Search

SEARCHING

Navigation: [Search](#) [Basket](#) [View Quote](#) [Help](#) [Sign Out](#)

University of ULSTER

Create Search

If you can't find what you are looking for [Click Here](#) |

Search Criteria		Search Summary
Date Range	From 04/05/2010 To 04/11/2010 (dd/mm/yyyy)	Date Range 04/05/2010 to 04/11/2010
Country	View Country List	Country Captured Countries
Category	View Category List	Category All Categories
Brand/Product	<input type="text"/> Find	Brand/Product All Brand/Products
Media	<input type="checkbox"/> Press <input type="checkbox"/> Television <input type="checkbox"/> Outdoor <input type="checkbox"/> Cinema <input type="checkbox"/> Radio <input type="checkbox"/> Internet <input type="checkbox"/> Digital Video	Media All Media
Keyword	<input type="text"/> ?	Keyword
	<input type="checkbox"/> Personal Archive <input type="checkbox"/> Original & Long Versions	

Xtreme Information can be searched either by building up a search using the section boxes on the left side of the screen, or simply by keywords.

Building up a search by category

Choose a specific country or number of countries by clicking on the **View Country List** and ticking the relevant box(es). If you leave the country selection blank it will automatically search all countries.

[Back](#)

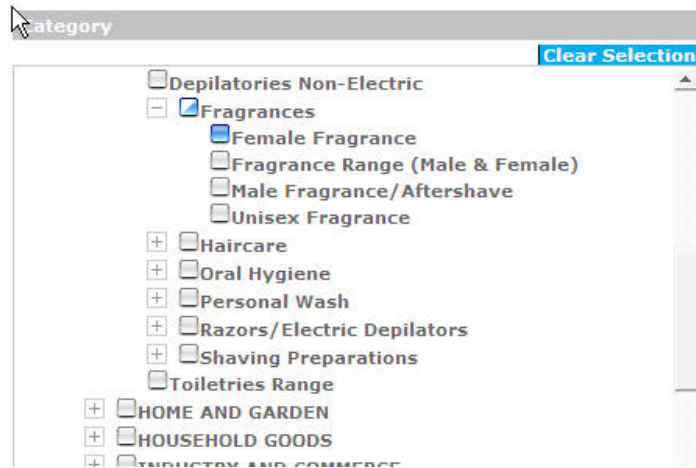
Select Country

Country [Clear Selection](#)

- ☒ All Countries
- ☒ UK
- ☐ Algeria
- ☐ Argentina
- ☐ Australia
- ☐ Austria
- ☐ Bahrain
- ☐ Belgium
- ☐ Brazil
- ☐ Bulgaria
- ☐ Canada
- ☐ Chile
- ☐ China
- ☐ Colombia
- ☐ Croatia
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark

Click on **Select** at the bottom of the screen to add it to the Search summary box on the right hand side.

Choose a **Category** to narrow down the market sector or industry required. Click on the + links to access sub-sectors or topics.



To search by **Brand**, enter the product into the search field.

If you are unsure of the proper title, add keywords and click on **Find**. A list of brands matching or resembling your text will be displayed. You can select the appropriate brand(s) from the suggested list.

If you wish to limit your search to a specific type of **Media**, select it from the options on the search screen. You can choose more than one

The default range of **Dates** is set to 6 months, although you can select a specific range of dates using the calendar option or by entering the dates manually. E.g. see below.

A screenshot of a web form titled 'Create Search'. At the top, there's a link 'Click Here' in red. The form is divided into two main sections. The left section contains input fields for 'Date Range' (From 05/05/2010 To 05/11/2010), 'Country' (View Country List), 'Category' (View Category List), 'Brand/Product' (Find), 'Media' (Press, Outdoor, Radio, Digital Video, Television, Cinema, Internet), 'Keyword' (?), and checkboxes for 'Personal Archive' and 'Original & Long Versions'. The right section is titled 'Search Summary' and displays the selected values: Date Range (05/05/2010 to 05/11/2010), Country (UK), Category (Female Fragrance), Brand/Product (All Brand/Products), Media (Television), and Keyword. At the bottom right of the summary is a 'Run Search' button. At the bottom left of the form is a 'Clear' link, and at the bottom right is another 'Run Search' button.

Keyword Searching

Keyword Searches look through the details Xtreme Information gives to an advertisement, i.e. the advertisement title, story line and end line.

A keyword text search must **exactly match** the data they have entered against an advertisement.

You may use AND, OR connectors in keyword searching. You may also search for phrases by using “ ” quote marks. Phrases entered without quote marks will have AND entered between each word.

Due to the speed at which Xtreme Information captures and adds advertisements to the database, some ads may not immediately have full details attributed.

The speed of the keyword search may be slightly slower than other search criteria, due to the numerous fields of data involved.

VIEWING RESULTS

Advertiser	Brand	Product	Category	Title	Image/Duration	Date From/To	Media	First Appearance	Country	Story Line	End Line	Version
Giorgio Armani	Giorgio Armani	Emporio Armani Diamonds ...	HEALTH AND BEAUTY - TOIL...	A Diamond Party	10 seconds	04/10/2010	Television	Sky Sports 1	UK	Clip of people at a part...	-	Cut Down
Giorgio Armani	Giorgio Armani	Emporio Armani Diamonds ...	HEALTH AND BEAUTY - TOIL...	A Diamond Party	20 seconds	04/10/2010	Television	MTV UK	UK	Clip of people at a part...	-	
Puig Beauty & Fashio...	Carolina Herrera/MTV	212 VIP female fragrance...	MEDIA AND PUBLISHING; Br...	Private Party	40 seconds	29/09/2010 - 03/10/2010	Television	MTV UK	UK	Clips of people trying t...	-	

The “**Sort By**” menu allows you to sort the search results by: Brand (alphabetical); Air Date; Country (alphabetical); or Media etc.

Details will display a summary of the Ad information, e.g. tab lines, create or air dates etc. plus a Media Player mini-version of the advertisement which you can view.

Adding Results to the Basket


You can add items from your search results to your basket by clicking on the “Basket” tab which will then be highlighted in grey. To remove items from your basket simply click on the “Basket” tab again. To download your selected items, click on the View Basket link at the top of the screen.

Downloading ads

Click on the download option.

All the ads on Xtreme Information have already been ‘purchased’ by the Library and will cost you nothing. Enter your student ID number at the ‘purchase order’ reference. Click on Confirm.

A link will be provided to the full advertisement which you can then save or open. You will also be sent a confirmation email of the download request.

Order Summary		
Review your order		
Purchase Order	<input type="text"/>	This reference will appear on your invoice and will allow you to identify this purchase and allocate the cost to the appropriate project.
Order Ref	61255901	
Contact	Janice McQuilkin	
Email	j.mcquilkin@ulster.ac.uk	
Address	Shore Road Newtownabbey Co. Antrim	
Postcode	BT37 0QB	
Country	UK	
		
Product	Quantity	Price
TV Single Commercial - UK (Giorgio Armani x 1)	1	£0.00
	Sub Total	£0.00
	VAT	£0.00
	Total	£0.00

HELP

Click on the Help link at the top of the screen or contact your subject librarian for more assistance.